

**FAIRTRADE Easter**

Are you buying chocolate this Easter? Who makes it? Where will you buy it?

A FAIRTRADE Easter Chocolate Campaign has begun and we are being urged to shop ethically this Easter.

The campaign, led by the Good Shepherd Mission & Justice and Australian Catholic Religious Against Trafficking in Humans (ACRATH), asks people to buy FAIRTRADE chocolate for Easter to help stop the trafficking of children into West African cocoa plantations. This campaign will also send a message to chocolate producers who do not use FAIRTRADE chocolate.

Cocoa, which comes from the cocoa bean, is one of the main ingredients used to make chocolate and about 40% of the world's chocolate is made from cocoa grown in West Africa. Tens of thousands of children are forced to work on these plantations as slaves and many are trafficked from nearby poor countries.

Roberto Morales from Good Shepherd Mission & Justice said the FAIRTRADE Easter Campaign can have a huge impact because people within the global community have the potential to bring about change. Late last year Cadbury, the subject of an international campaign, announced that its Dairy Milk blocks in Australia would be FAIRTRADE in 2010.

“When most people think of slavery, they think of it as part of our history rather than our present. But slavery continues today. Good Shepherd and ACRATH are part of a worldwide campaign to end the trafficking of humans, particularly the slave trade of young people who are sold to cocoa farmers in Cote d'Ivoire, Africa,” Mr Morales said.

Action: buy FAIRTRADE chocolate and encourage others to make the ‘switch’ to Fair Trade. You can purchase this from Aldi, Coles, Woolworths, the Edmund Rice Centre, Oxfam and The Trading Circle to name a few shops.

“We hope that more and more people will use their money to buy FAIRTRADE chocolate at Easter and support those chocolate manufacturers who have gone FAIRTRADE. Supporting FAIRTRADE ensures cocoa farmers get two things – a fair price for their crop, and a premium for their community to spend on a community project,” Mr Morales said.

For information call Rosie Hoban on 9205 4130 or 0431 471 046.

Sarah Menassa is on leave from April 9 until May 11 (inclusive)